



IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants: **Scott A. KLIGER, Thomas M. MIDDLETON III,
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Examiner: **Yemane M. Gerezgiher**

Title: **METHOD AND APPARATUS FOR DYNAMICALLY CONSTRUCTING
CUSTOMIZED ADVERTISEMENTS**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

AMENDMENT

In response to the Office Action (Paper
No. 20040919) dated September 23, 2004, please consider the
following remarks:

Amendments to the claims are reflected in the
listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.